Zanin (GT-B5330)

“My New Social Communication”

Contents

1 Product Overview

2 Target Segments & Key Needs

3 Product Positioning

4 Unique Sales Point

5 Accessories

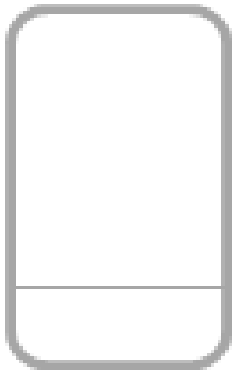
6 Appendix

1. Product Overview

Positioning	Most Affordable ICS Smartphone		
Model	Zanin (GT-B5330)	Launch Date	7th Aug (SRA)
Target Segment	Social Media Tribe		
	Predecessor	Primary Competitor	Secondary Competitor
	Luisa	Motorola XT311	Nokia Asha303

Design

Main: Pearl White



USP

1 New & Sleek Design
- . 3.0" QVGA Portrait LCD
- . Qwerty Keypad
- . Compact & Slim Design

2 Full Equipped with Outstanding features
- . Powerful & Speedy CPU
- . The Latest OS "ICS"
- . Sufficient Memory Space

3 Best Service Provider
- . ChatON Preload, Dedicated ChatON Key
- . Useful Apps & Widgets
- . Various Embedded Youth theme UI

Key Features

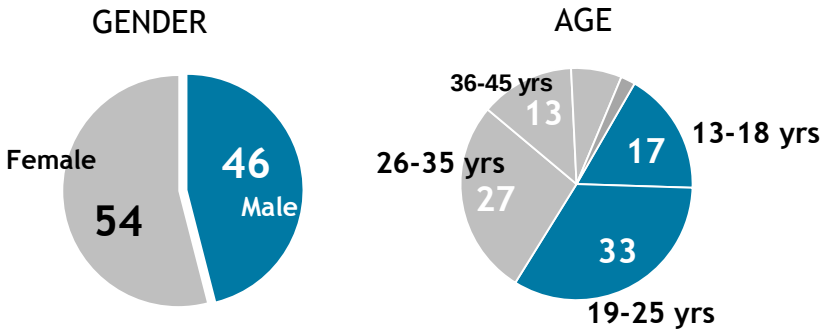
H/W	Display	3.0" QVGA
	Chipset	BCM 21654 (850MHz)
	Camera	2MP FF
	Connectivity	WiFi b/g/n, BT3.0, USB2.0
	Dimension	118.9X59.3X11.7mm
S/W & Service	OS	Android Ice Cream Sandwich
	Messaging & SNS	ChatON (Pre-load)
	UI / Web Browser	TouchWiz UX / Android Browser
	Other Services & Applications	Google Mobile Services, Samsung Apps

'All images and features are subject to change'

2. Target Segment & Key Needs

Social Media Tribe

Demographics



Product Usage

Multiple Communication Channels

- Manage multiple communication within multi-layered social relationship

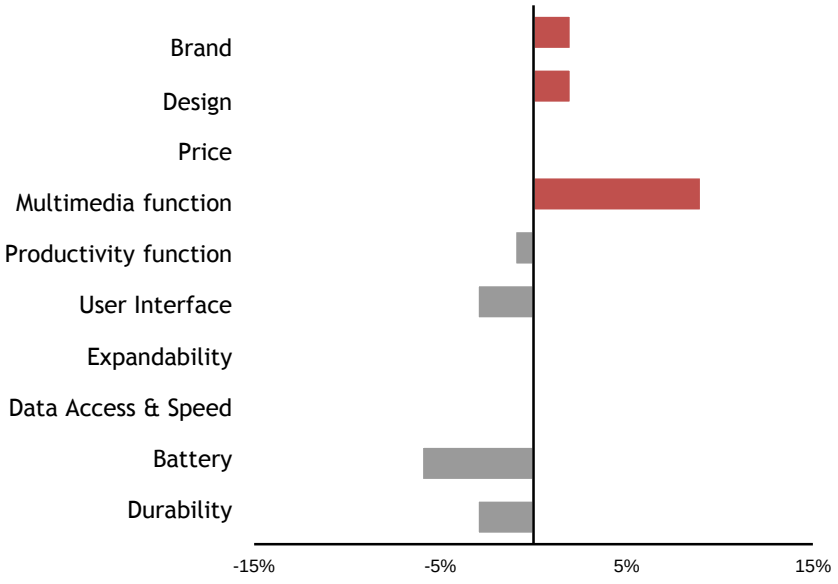
Sense of Community

- Peer influence creates an impact within the group's usage behavior

Shared Experience

- Instantaneous documenting and sharing of media contents to share the moments

Key Buying Factors



* % deviation from the average

< Source: Samsung Segmentation 2.0 >

3. Product Positioning (1/2)

2011 2H	2012 1H	2012 2H
G Y Pro Duos ’11.09 3MP/HSDPA7.2 2.6” LQVGA TFT ARM11 832Mhz Gingerbread	**Family Product** **Ivory** ’12.09 3MP/HSUPA5.76 3.0” QVGA TFT CoretexA9 850Mhz Ice Cream Sandwich **Zanin** ’12.07 2MP/HSUPA5.76 3.0” QVGA TFT CortexA9 850Mhz Ice Cream Sandwich **Cori** ’12.02 2MP/HSDPA3.6 2.8” QVGA TFT ARM11 832Mhz Gingerbread	**Lucas** ’12.08 5MP/HSUPA5.76 2.6” LWHVGA TFT Cortex A9 800Mhz Ice Cream Sandwich

'All images and features are subject to change'

3. Product Positioning (2/2)

Samsung	Zanin	Competitor

Y Pro Duos

'11.09
HSDPA 7.2Mbps
2.6 " LQVGA (SingleTouch)
3M FF
832MHz
Android Gingerbread
1200mAh
USB 2.0, BT 3.0, WiFi b/g/n
Touch QWERTY Bar

+ ICS
+ 3.0" Display
+ Multi Touch
+ Internal Memory
+ BT High Speed

+ 3.0" Display
+ Clock Speed
+ BT 3.0
+ WiFi b/g/n

Zanin

'12.05
HSUPA 5.76 Mbps
3.0" QVGA (Multi Touch)
2MP FF
850MHz
Android Ice Cream Sandwich
1200mAh
USB 2.0, BT3.0,
WiFi b/g/n
Touch QWERTY Bar

+ Android OS
+ 3.0" Display
+ BT 3.0
+ Internal Memory

BB CURVE8520

'09.07
EDGE
2.46" LQVGA
2MP FF, 512MHz
Blackberry OS 6.0
USB 2.0, BT 2.0, WiFi b/g

Asha 303

'11.11
HSDPA10.2Mbps
2.6" QVGA
3MP FF
1GHz
S40
1300mAh
USB 2.0, BT 2.1, WiFi b/g/n

'All images and features are subject to change'

4. Unique Sales Point

“ My New Social Communication Center ”

New & Sleek Design

- ✓3.0” QVGA Portrait LCD
- ✓QWERTY Keypad
- ✓Compact & Slim Design

Full-Equipped with Outstanding Features

- ✓Powerful CPU
- ✓The Latest OS “ICS”
- ✓Sufficient Memory Space

Best Service Provider

- ✓ChatON Preload
- ✓Dedicated ChatON Key
- ✓Useful Apps & Widgets
- ✓Various Youth theme UI

'All images and features are subject to change'

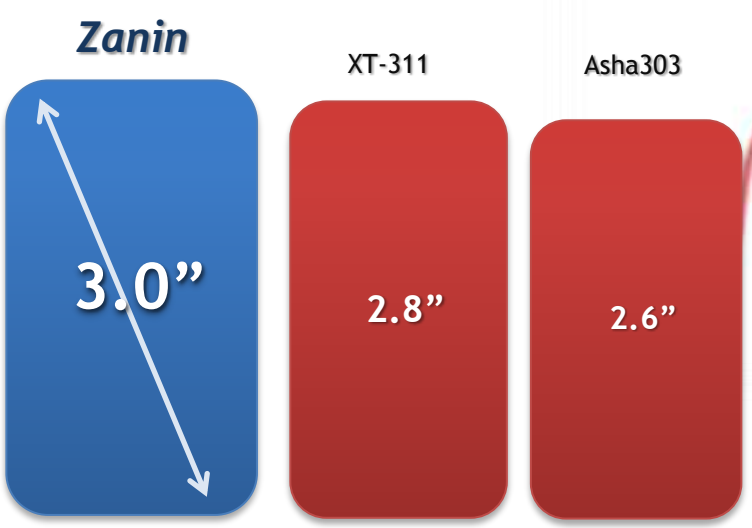
4. Unique Sales Point

1 New & Sleek Design

✓ New type of Qwerty Bar with Portrait LCD

- Easy to Touch with Large screen, Easy to Type with Hard QWERTY Key

3.0” QVGA Portrait LCD



Hard QWERTY Key

'All images and features are subject to change'

4. Unique Sales Point

1 New & Sleek Design

✓ New type of Qwerty Bar with Portrait LCD

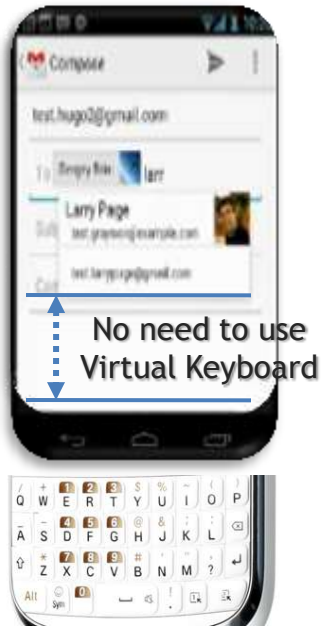
- Enhanced Usability & Productivity

Optimized UX & Apps for Full Touch Screen

Landscape Display

Portrait Display

A Physical QWERTY Keyboard
- Ideal for Browsing and Typing



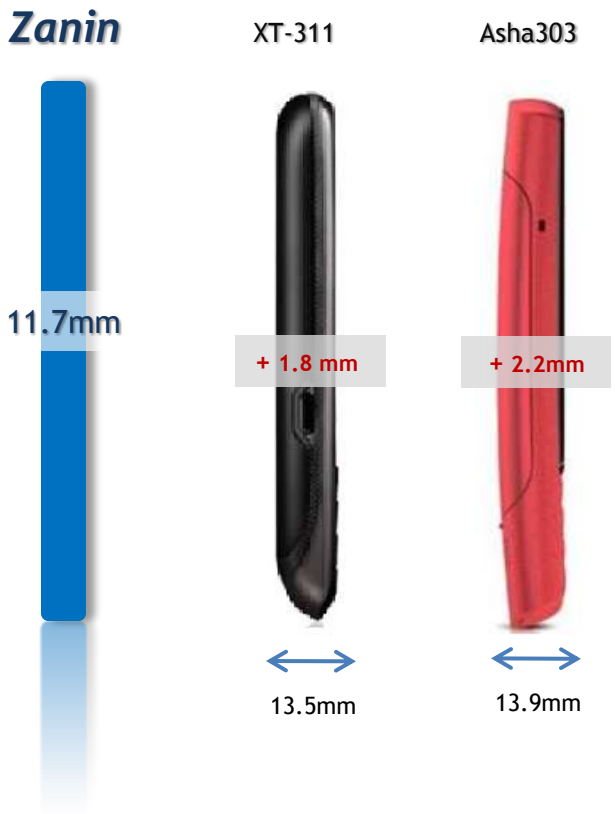
'All images and features are subject to change'

4. Unique Sales Point

1 New & Sleek Design

✓ Compact & Slim Design

- Sleek line shape looks Young & Stylish



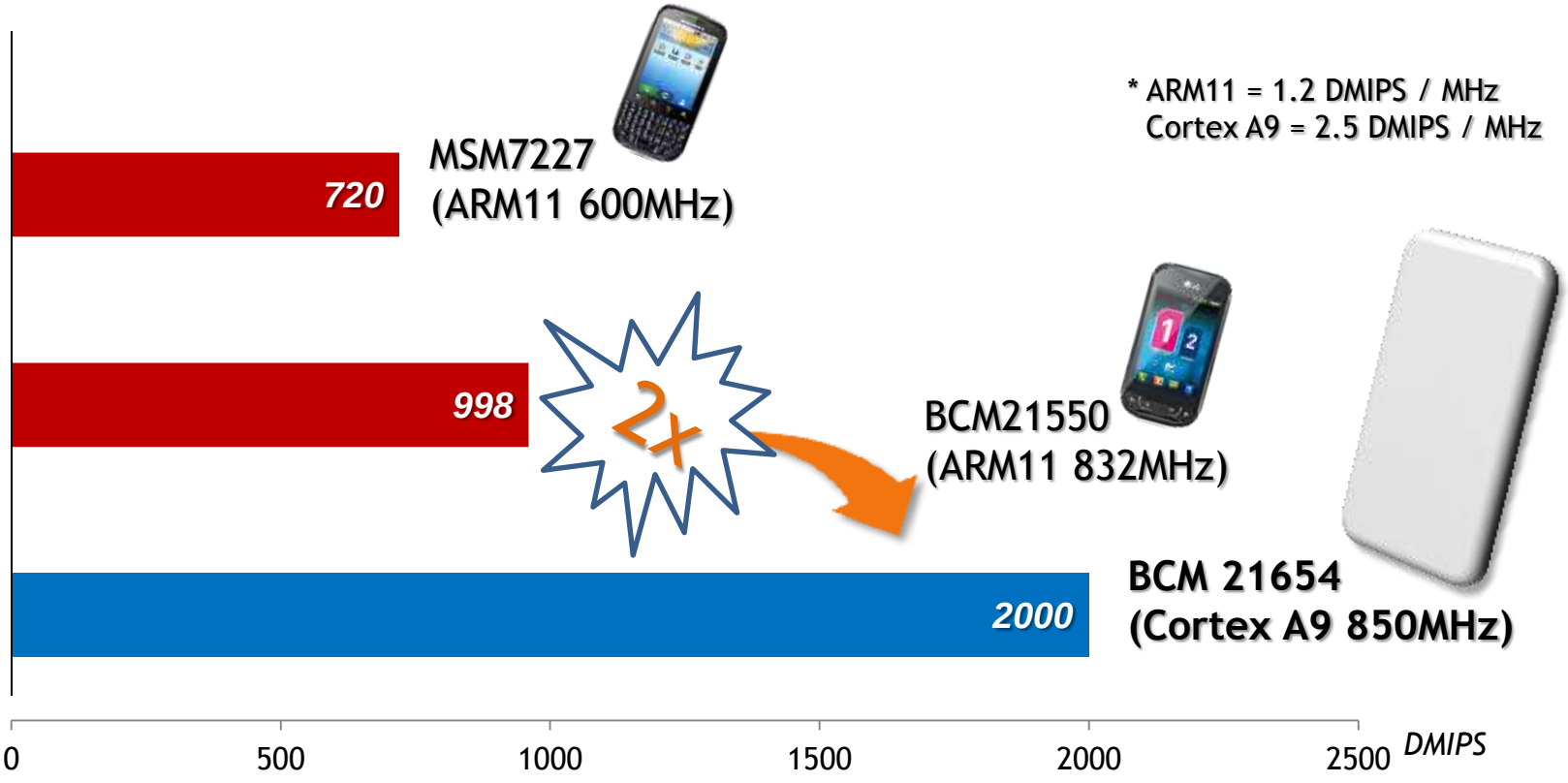
'All images and features are subject to change'

4. Unique Sales Point

2 Full-Equipped with Outstanding Features

✓ Enhanced Computing Power

- Powerful, Speedy CPU performance



※ MIPS : Million instructions per second,
a measure of a computer's CPU performance

'All images and features are subject to change'

4. Unique Sales Point

2 Full-Equipped with Outstanding Features

✓ Sufficient Memory Space

- Sufficient Memory Space for Smart Phone User

Zanin

4GB(eMMC)
+4Gb(RAM)

Asha303

'All images and features are subject to change'

4. Unique Sales Point

2 Full-Equipped with Outstanding Features

✓ The Latest OS “ICS” in Zanin

- Refined, Evolved UX for Better Experience for the Users

Home screen Folders
by dragging one onto another

Rich & Resizable Widgets

Customizable Favorites Tray

'All images and features are subject to change'

4. Unique Sales Point

2 Full-Equipped with Outstanding Features

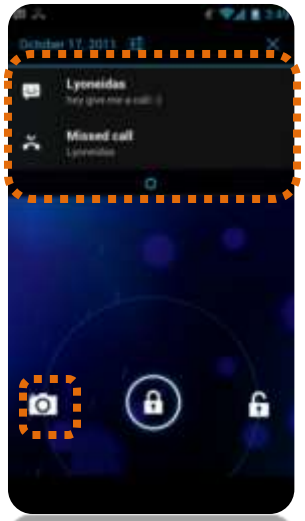
✓ The Latest OS “ICS” in Zanin

- Refined, Evolved UX for Better Experience for the Users

New Lock screen actions

Pull down notifications window

Jump directly to camera



Easy & Visual Multitasking

Gingerbread

ICS

New Menu UI & Holographic 3D effect

'All images and features are subject to change'

4. Unique Sales Point

2 Full-Equipped with Outstanding Features

✓ The Latest OS “ICS” in Zanin

- Refined, Evolved UX for Better Experience for the Users

Swipe to dismiss

Swipe to dismiss notifications, recent apps, browser tabs

Spell-checker

A few of us are planning to meet tonight at 801 Chestnut Street in sanfrancisco Hope to see you there!
San Francisco
add to dictionary
delete

Snap a screenshot

(Lock + Volume Down) Buttons to snap a screenshot

'All images and features are subject to change'

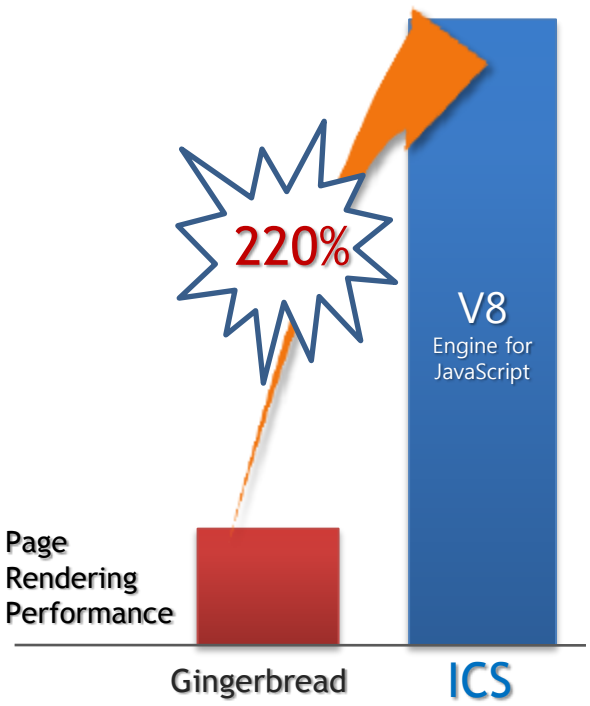
4. Unique Sales Point

2 Full-Equipped with Outstanding Features

✓ The Latest OS “ICS” in Zanin

- Powerful Internet Browsing : Rich and Convenient Experience

Improved Browsing Speed



Browser Tabs to switch quickly

Sync Chrome Bookmarks

'All images and features are subject to change'

4. Unique Sales Point

2 Full-Equipped with Outstanding Features

✓ The Latest OS “ICS” in Zanin

- Improved E-mail : Easier to Send, Read, and Manage

Advance view
with new Action bar

Auto-completion
of recipients

Support
Nested Mail Subfolders

'All images and features are subject to change'

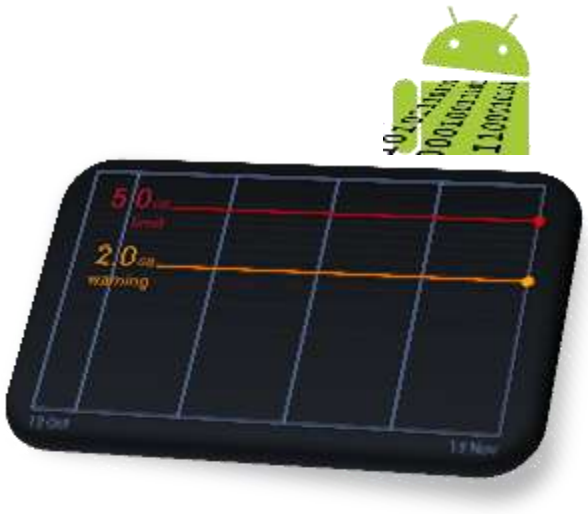
4. Unique Sales Point

2 Full-Equipped with Outstanding Features

✓ The Latest OS “ICS” in Zanin

- New Controls for Managing Network data usage

Set Mobile Data Limit



App Data Usage Control

Rich Graphical Views

'All images and features are subject to change'

4. Unique Sales Point

3 Best Service Provider

✓ Enrich Your Social life

- Just One Step to access “ChatON”

Pre-loaded ChatON

dedicated ChatON Key

'All images and features are subject to change'

4. Unique Sales Point

3 Best Service Provider

✓ Enrich Your Social life

- Enjoy Samsung Free Messenger “ChatON”

Sharing not only text but image, video & voice

Group chat & Micro Community

Animation Message (Hand drawing function)

Can check your interaction point & rank with your buddies

'All images and features are subject to change'

4. Unique Sales Point

3 Best Service Provider

✓ Enrich Your Daily life

- Useful Apps & Widgets

S-Planner

Managing Schedules
in an easy & intuitive way

Game Hub

Pre-packed with
the most popular social games

Quick Office

Easy to check documents
in your hands
* Support document viewer only

4. Unique Sales Point

3 Best Service Provider

✓ Things for your uniqueness

- Various Embedded Youth Theme UI

Youth Theme Wallpaper

Youth Theme Font

Youth Theme Ringtone

Images will be updated

'All images and features are subject to change'

5. Accessories

In-box Items

Image			
Acc. name	Standard Battery (Li-ion, 1200mAh)	QSG (Quick Start Guide)	Travel Adapter (micro USB)

After-Market Items

Image					
Acc. name	3.5pi Earphone	Data Cable	BT Headset (Mono)	BT Headset (Stereo)	

'All images and features are subject to change'

6. APPENDIX

6. Appendix : Simple Spec

Samsung Confidential

Facts

Launch: Jul. 2012

Code / Name: GT-B5330 / Zanin

Product Statement & Mission

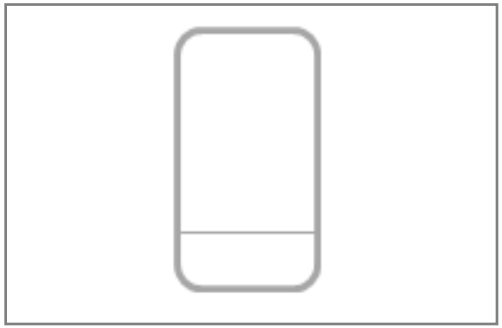
Statement : Social Communication Centre

Mission : Worldwide Android QWERTY

Category & Segment

Social
- Social Media Tribe

Design



Form Factor

Slider (V)	Slider (H)	Folder	Bar
3x4	QWERTY	No keypad	
Capacitive	Resistive	Non-Touch	

USP's

Young & Stylish Design
. Sleek Line w/Portrait Display
. Young & Bright Color

Small, but Fast
. Cortex A9 800MHz CPU for Good performance
. HSUPA5.76 for faster downloading
. A-GPS, WiFi b/g/n, BT v3.0

Best Socializing Service
. ChatOn Dedicated Key

Things for Your Daily Life
. Upgraded Google Mobile Services (Google+, Search, Maps etc.)
. S-Planner Widget Adopted

Predecessor

Luisa B5510

'11.09
HSDPA 7.2
2.6" LQVGA
3MP,WiFi,GPS

Main competitors

MOTO FIRE XT311

'11.09
HSDPA7.2Mbps
2.8" QVGA
3MP,WiFi,GPS

NOKIA ASHA303

'11.11
HSDPA10.2Mbps
2.6" QVGA
3MP , WIFI, GPS

Detailed Specifications

Display	3.0" 240x320(QVGA) TN LCD
Chipset	BCM21654 (850MHz)
Bearer	HSUPA 5.76 900/2100 EDGE/GPRS 850/900/1800/1900
Memory	4GB(eMMC), 4Gb (RAM) MicroSD (up to 32GB)
Camera / Flash	2MP FF
Connectors	microUSB, USB 2.0, 3.5mm Ear jack
Wireless Connectivity	Wi-Fi b/g/n BT 3.0
GPS	A-GPS + Glonass
Dimension, Weight	118.9 x 59.3 x 11.7 mm , TBD g
Battery capacity	1200 mAh

OS / Upgrade	Android Ice Cream Sandwich
Messaging & SNS	ChatON
Augmented Reality	N/A
LBS	Google Maps
Other Services & Applications	Google Mobile Services, Samsung Apps
PC Applications	Kies Windows
UI / Web Browser	TouchWiz UX/Android Browser
Radio	FM Radio (RDS)
Audio	MP3, OGG, AAC, AAC+, eAAC+, AMR-NB, AMR-WB, WAV, MID
Video	H.264, H.263, MPEG4 . Format: 3gp(mp4), mkv

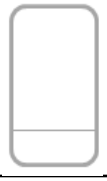
VPS

In box : Set, TA, Battery, QSG
Option : Earphone, Data Cable

	Main	Option 1	Option 2
CMF	White	Black	Pink
SRA	W29(7/20)	W32 (8/10)	W32 (8/10)
출시지역			

'All images and features are subject to change'

6. Appendix : Comparison Chart

	Zanin		Nokia Asha303
Design			
Launch	‘12.07		‘11. 12
OS ver.	Ice Cream Sandwich		S40
Chipset	BCM21654 (850MHz)	<	1GHz
Dimension	118.9 x 59.3 x 11.7 mm	>	116.5 x 55.7 x 13.9 mm
Network	HSUPA 5.76	>	HSDPA 10.2, HSUPA 2
LCD	3.0” QVGA TFT (C-Type, Multi Touch)	>>	2.6” QVGA TFT (C-Type, Multi Touch)
Camera	2MP FF	<	3MP FF
Battery	1200mAh	<	1300mAh
Memory	4GB(eMMC) + 4Gb(RAM), microSD	>>	2Gb(ROM)+1Gb(RAM), miscoSD
Internal Memory	1024MB, 2GB(Internal SD)	>>	100MB 2GB(External mSD)
Others	ChatON H/W Key, Customization Key	>>	TBD

'All images and features are subject to change'

7. Appendix : Comparison Chart

	Zanin		BB CURVE8520
Design			
Launch	‘12.07		’09.07
OS ver.	Ice Cream Sandwich		Blackberry OS 6.0
Chipset	BCM21654 (850MHz)	>>	512MHz
Dimension	118.9 x 59.3 x 11.7 mm	>	109 x 60 x 13.9 mm
Network	HSUPA 5.76	>>	2G
LCD	3.0” QVGA TFT (C-Type, Multi Touch)	>	2.8” QVGA TFT (C-Type, Multi Touch)
Camera	2MP FF	=	2MP FF
Battery	1200mAh	>	1150mAh
Memory	4GB(eMMC) + 4Gb(RAM), microSD	>>	4GB+2Gb +microSD
Connectivity	WiFi 802.11 b/g/n, BT 3.0, USB 2.0	>	WiFi 802.11 b/g, BT 2.0, USB 2.0

'All images and features are subject to change'

Thank you